



**A STUDY ON CUSTOMERS' PERCEPTION
TOWARDS SERVICE QUALITY PROVIDED BY
SABAH PORTS SDN.BHD**

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KOTA KINABALU**

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TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF ABBREVIATION	vii
LIST OF DEFINATION OF TERMS	viii
ABSTRACT	ix
 CHAPTER 1: INTRODUCTION	
1.1 Company Profile	1
1.2 Background of Study	5
1.3 Problem Statement	6
1.4 Objective	7
1.5 Research Questions	8
1.6 Limitations	9
1.7 Scope of Study	10
1.8 Significance of Study	11
1.9 Definition of terms	13
 CHAPTER 2: LITERATURE REVIEW	
2.1 Marketing	15
2.2 Marketing Mix	15
2.3 Seven Ps / three additional Ps	17
2.4 Background of SPSB	19
2.5 Port	29
2.6 Kota Kinabalu Port	30
2.7 Sapangar Bay Container Port	30
2.8 Sapangar Bay Oil Terminal	31
2.9 Port Klang	31
2.10 The Singapore Port	32
2.11 Measuring customer satisfaction	33
2.12 Perceptions	34
 CHAPTER 3: RESEARCH METHODOLOGY AND DESIGN	
3.1 Theoretical Framework	36
3.2 Data collection methods	38
3.3 Research design	40
3.4 Data Analysis technique	41

CHAPTER 4: RESEARCH FINDINGS AND ANALYSIS

4.1	Research Findings	43
4.2	Analysis	71
4.3	Cross-Tabulation Data Analysis and Interpretations	76
4.3.1	Period of time the company being the agent of the company vs Perception on the service quality provided at the port	76
4.3.2	Period of time the company being the agent of the company vs Perception on the cost charged on the services at the port	78

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS 80

5.1	Conclusions	80
5.2	Recommendations	82

BIBLIOGRAPHY 84

APPENDICES 85

ABSTRACT

A good perception towards the service quality by customers is essential for all business or organizations. This study is conducted to know customers' perceptions and degree of satisfaction towards the service quality provided by Sabah Ports Sdn.Bhd (SPSB) in Kota Kinabalu district. The Ports are namely Kota Kinabalu Port, Sapangar Container Port and Sapangar Bay Oil Terminal. Besides, this study also recommends to improve the service quality at Kota Kinabalu district Ports. Techniques that are used for this research regarding to obtain information from customers who are among the forwarding agents as the respondents are through questionnaire distribution and self-observation. Through the questionnaire distribution, data will be collected which then will be processed with the use of Statistical Package for Social Science or SPSS. Information obtained through this process then will be converted into charts and tables in the final process for evaluation to be done.

Based on the research conducted, majority of the customers at Kota Kinabalu district ports gave good and positive responses and feedbacks .Towards the end of this study, the respondents' suggestions can be used by SPSB to improve their service quality in the future.